

ABSTRACT

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The Marketing Communication Strategies Implemented by MGDALENAF Towards SMEs Through the Social Media Platform YouTube.

Keyword : MGDALENAF, IMC Theory, YouTube, SME

(x + 58 + Appendices)

This research aims to analyze the marketing communication strategies employed by MGDALENAF towards SMEs through the social media platform YouTube. In the context of globalization and information technology development, social media has become an effective tool for promoting products and services to a wider audience. MGDALENAF is a public worker specializing in digital marketing and provides marketing services to SMEs to enhance their visibility and sales. The IMC (Integrated Marketing Communication) theory is used as a theoretical framework to understand the marketing communication strategies employed by MGDALENAF. The research method used is a case study, where data is collected through interviews with representatives of the SMEs who are clients of MGDALENAF. Additionally, content analysis is conducted on the promotional materials uploaded on MGDALENAF's YouTube channel. The research findings indicate that MGDALENAF utilizes an integrated marketing communication strategy through the social media platform YouTube to promote their SME clients. This research provides important contributions to the development of marketing communication strategies in the context of SMEs and YouTube as a social media platform. The findings of this research can serve as a reference for MGDALENAF and other SMEs in leveraging the potential of social media as an effective means to promote their products and services. Additionally, this research can also provide a better understanding of the application of the IMC theory in marketing communication.

Reference (2010 – 2023)